



The Insider Series:
Session Three – Event
Marketing

Presenter: Andra L. Hargrave



Advancing Small Business is Our Business.

- ✓ free **consulting**
- ✓ practical **training**
- ✓ business **resources**
- ✓ business **recovery + continuity**

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Andra Hargrave

**Founder - Global Sales Advisors Government Relations firm
Specializing in State and Federal Lead Development.**

Our Expertise



Specializing in state and federal lead development since 1999.

We specialize in calling on governmental and corporate contracting personnel and program managers in order to:

- Gather information on upcoming opportunities before they are advertised.
- Introduce the clients' products or services.
- We set up the capability briefings and technical capability briefings.

We perform the part of lead development that your sales teams do not like to do.





Why the Development of the Series?

This workshop was created to help small and diverse companies navigate the complex arena of major corporations or what is commonly referred to as:

Fortune Level Corporations



The Series – Supplier Diversity

- **Session One: - Understanding Supplier Diversity – Getting Your Questions Answered**
- **Session Two - Supplier Diversity (Understanding Certifications)**
- **Session Three - Targeting Corporations (Supplier Portals)**
- **Session Four - Supplier Diversity (Events)**
- **Session Five - Targeting Corporations Through Supplier Diversity (Putting It all together)**



Marketing at Events (Networking)

What is Networking?

Networking is the exchange of information and ideas among people with a common profession or special interest, usually in an informal social setting.

Food for Thought



- If you did not create the product or service or if the service or product is not proprietary in nature, chances are the organization is already purchasing it.
- If the company is already purchasing the product or service and are happy with the vendor, you are not going to displace that vendor. (Move on)
- People do not will always purchase from who they like, but I can guarantee that they will not purchase from people they don't like.

The Two Types of Opportunities



Originated

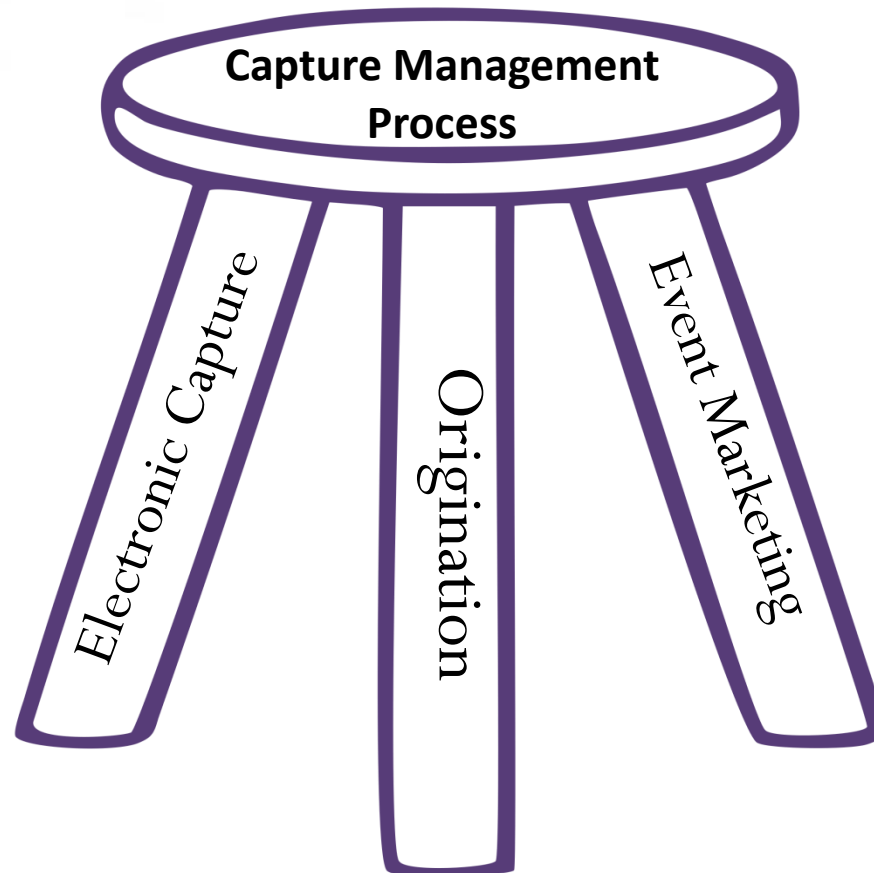
- You created the opportunity
- Agency will never create a solicitation. (On it's own)
- Agency has purchased before but there are not active solicitations for the product or service.

Solicited

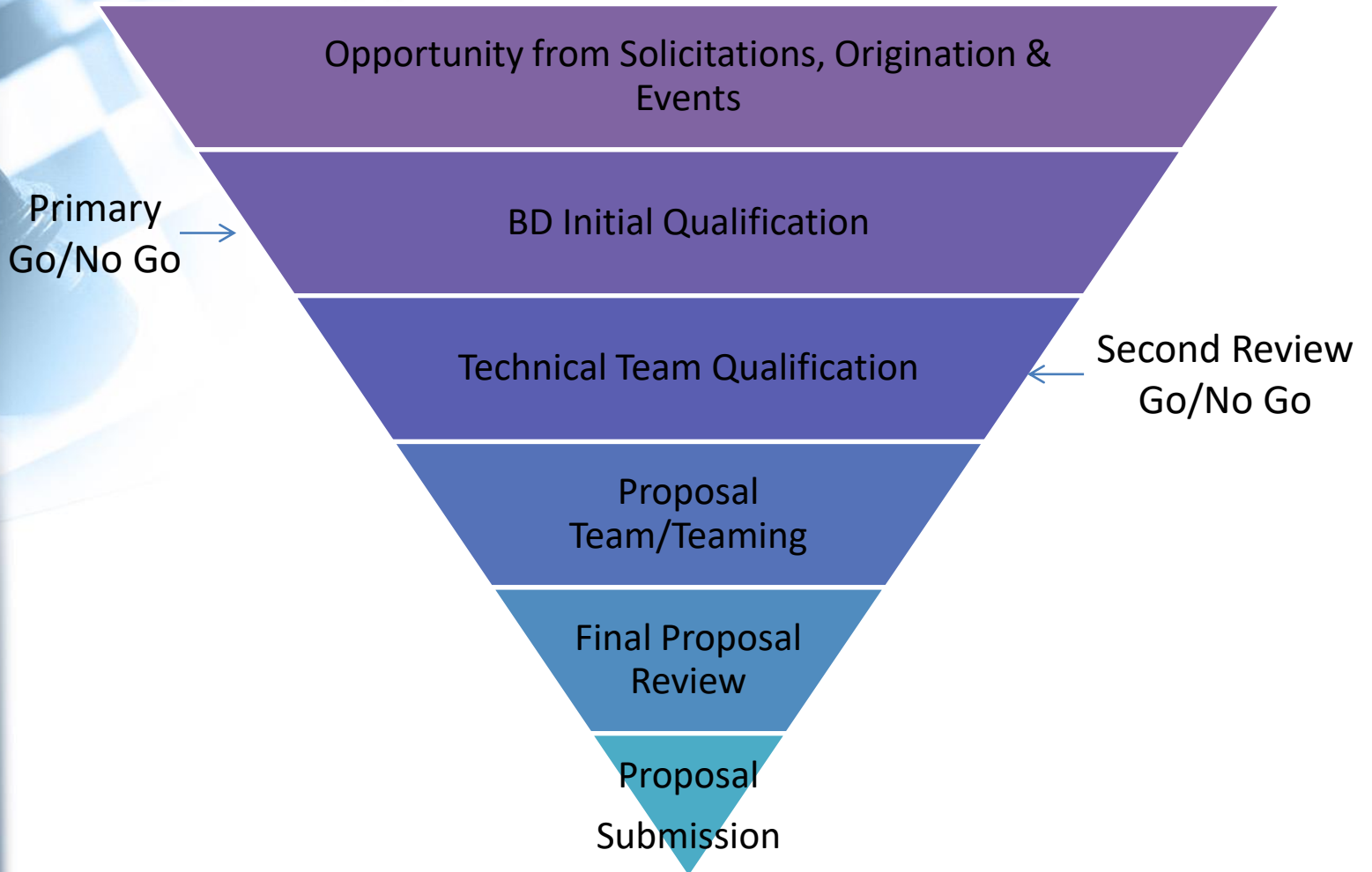
- The organization has created a SOW or Draft Scope for the requirement.
- The organization has advertised either a Sources Sought, Request for Information or Combined Synopsis for the requirement.

Corporate Lead Development

- The Three-Legged Stool



Basic Go/No Go Capture Process



Prime Contractor Event Marketing



- Goal is to initiate a relationship
- Gather information
- Set up the next meeting (Capability Briefing)
- Set up Technical Capability Briefing
 - Program Manager
 - Estimator
 - End User, etc.

Marketing to Primes (External Contracts)



- Procurement fairs / Town hall, etc.
- Small business outreach events
- Pre-Solicitation / Pre- bid events
- Contractor meet-and-greet sessions
- Mandatory pre-bid small business networking
- Reverse trade fairs
- Small business forums
- Industry "hot topic" events

Industry Day Events



Industry day is designed to provide information to businesses about future requirements and also to gain some industry insight regarding best practices and standards so you can assist with requirements development.

- Department Heads

Prime Contractor Business Cards



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Town Hall Meetings/Forums



OBSERVATIONS:

Tend to be more political in nature and will usually be attend by Division Chiefs with Department Heads and Program Managers in the wings to answer tough questions.

Sourcing Governmental Primes

- ▶ Each agency is required to maintain a complete listing of their contract holders.
- ▶ Most will provide a listing of the contracts which they hold.

ACS Government Solutions Group, Inc One Curie Court Rockville, MD 20850 (301) 721-5540 Joni L. Miller	BoozAllen and Hamilton, Inc 8283 Greensboro Drive McLean, VA 22102-3838 (703) 902-5478 Deborah Jackson-Hamilton	Science Application International 10260 Campus Point Drive San Diego, CA 92121 (858) 826-2523 Lynn Livengood
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Pre-Solicitation Conference



A meeting held with potential contractors prior to a formal solicitation, to discuss technical and other problems connected with a proposed procurement.

Direct Marketing “Phone”



- Phone - When contacting a decision maker have a reason for calling. (Do not waste their time, don't talk about you.)
- Preset Meeting – Bring the data, quickly identify the dilemma and the solution.
- Walk up – (Conference or Round Table) – Never assume that you can schedule a office visit or get a contract on the first meeting.


(Do not call on a decision maker with an I can do anything concept.)

Marketing to Primes (External)



- Know the unit or division you are targeting.
- Come offering a niche or competitive advantage.
 - If you didn't create it someone is already there.
- Perform the registrations if required. (????)
- Source contract information before targeting the department level.

GOAL:

A black chess knight piece is positioned on a chessboard, which is the background of the slide. The knight is a horse's head and neck, facing right. The chessboard has a checkered pattern of light and dark squares. The lighting is soft, creating a slight shadow of the knight on the board.

Only play a game you
know you will win.

Thank you for watching



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